

# Recruitment Prospects: Know Your Audiences Guidance Note

The current workforce is diverse, with different generations and cultures all working together. Alongside this is the highly competitive nature of the market for talent. Put these two factors together and the importance of a customer centric approach is clear. Awareness and understanding of different cultural differences, aspirations and values is essential, and so is knowing people's communication preferences.

## **Customer centricity in recruitment**

Adopting a customer centric approach to attracting talent puts you into the mindset of how individuals search for work and what is important to them in their career.

Consider how you attract customers to your business: you understand their motivations and then provide what your customer is looking for. You tailor your sales pitch to meet their needs.

It's the same with recruitment! You need to create a pitch to attract the right talent. The characteristics of different generations towards work has changed over time. As an employer, consider the opportunities that this brings.

### **Do you know:**

- Where do potential employees search for information about jobs?
- What media channels they use?
- What values do they look for in an employer?

There are five generations in the workforce:

- **Maturists** born before 1945
- **Baby Boomers** born between 1946 and 1964
- **Generation X** born between 1965 and 1976
- **Generation Y** (or millennials): born between 1977 and 1995
- **Generation Z** born after 1996

**Maturists** and **Baby Boomers** bring a wealth of knowledge to the workplace and their circumstances and lifestyle could mean they are attracted to working short but fixed hours, within a profession they are skilled in. Alternatively, gaining a new skill might appeal to them, providing them with opportunity for this phase of their working life.

**Generations X, Y and Z** are drawn to opportunities which allow them to have a work/life balance and that consider their personal wellbeing. They look for jobs that will add to their skills and will open career paths and further work opportunities. They want to work for employers, who align their core values with their workforce, or an employer who provides benefits that enable them to invest in themselves through personal development and who provides flexible working hours.

# Know your Audiences



	Maturists	Baby Boomers	Generations X	Generations Y	Generations Z
<b>CHARACTERISTICS</b> How approach to career has changed over time.	Jobs for life	Work Centric	Work to live	Work/Life Balance	Work/Life Balance and Personal Wellbeing
Communication channels	Formal letter	Phone	Email and text message	Text or social media	Hand-held (or integrated into clothing) communication
Communication preference	Faceto-face	Faceto-face ideally, telephone or email if required	Text message or email	Online and mobile	Facetime

## Reaching Your Audience on Social – Social Media Preferences

<b>Baby Boomers</b> <i>Mature Active/Early Retiree</i>	<b>Gen X</b> <i>Parent/Homemaker/Carer</i>	<b>Gen Y</b> <i>Career Seeker</i>	<b>Gen Z</b> <i>Career Seeker / College Student / School Leaver</i>
LinkedIn Facebook Twitter	LinkedIn Facebook Twitter Pinterest Instagram	LinkedIn Instagram Stories Instagram TikTok	Tik Tok Snapchat Facebook Facebook Messenger Instagram

## Social Recruiting – Increasing Your Reach

### #

Use these hashtags when posting your jobs on Instagram, Twitter, TikTok, Facebook

#jobfairy	#joblisting
#irishjobfairy	#work
#hiring	#newjob
#hiringnow	#freshstart
#jobs	#careermove
#Irishjobs	#career
#work	#joinourteam

### Tips

- Use hashtags, but don't over do it
- Post a few times a week about working with you, not just when you're hiring.
- Use social media to showcase your company culture in action
- Share job posts across all social channels and track which channels are working best to drive applications
- Put paid spend behind your best performing channels